

Amendments to the Specification:

Please replace the paragraph beginning at page 10, line 18 with the following amended paragraph:

In this example, the mounting structure 25 and print head 12 are coupled together by one or more fasteners 30, but in a manner which permits some compliance so that the print head 12 can accommodate mechanical irregularities, such as in the alignment of the anvil 22 or in the thickness of the substrate 20. The second part 25b of the mounting structure 25 has a generally planar lower surface 24 but projecting from that surface 24, there is a projecting part P (~~not shown~~) (see Fig. 2A) which in this example, is a generally straight ridge with a generally semicircular cross-section. The projecting part P extends between a free edge of the second part 25b of the mounting structure 25 and an opposite edge of the second part 25b to which the first part 25a is connected, generally centrally of the second part 25b, along an axis A which extends at angle of around 130° to the direction of movement B of the print head 12.

Please replace the paragraph beginning at page 11, line 1 with the following amended paragraph:

As the print head engages the substrate 20 through the ribbon 18 the projecting part P engages with a hardened steel member 28 attached to the print head 12. Furthermore, there is provided a resilient spacer 31 in the form of a soft rubber block, or a block of closed cell foam or similar material, in which case which, when the projecting part P is in contact with the hard surface 28, allows movement of the print head 12 relative to the mounting structure 25, pivoting about axis A particularly. The fastener 30 passes through an opening in the spacer 31 and the spacer 31, which is only slightly thicker than the extent of projection of the projecting part P, so that the spacer 21 becomes compressed to a small extent as the print head 12 engages the substrate 20. The print head 12 may move relative to the mounting structure 25 about the axis A but only to a very small extent so as to accommodate minor misalignments of the anvil 22 and minor variations of thickness of the substrate 20.

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Please add the following new paragraph after the paragraph ending at page 9, line 29:

FIGURE 2A is a cross-sectional side view showing illustratively, a projecting part of the printing apparatus.